

**ABSTRACT**

An image recording material comprising: a substrate; an electronic element layer comprising an electronic element capable of radio communicating on the substrate; a white pigment-containing layer containing a white pigment on the electronic element layer; and an image forming layer on the white pigment-containing layer, wherein, in the white pigment layer, a variation coefficient  $S/R$  of a ratio of a white pigment-occupying area per unit area is 0.25 or less,  $S$  is a standard deviation of the ratio and  $R$  is an average value of the ratio.